

ABSTRACT

A centralized gaming system comprises a central server system and a plurality of display terminals remote from and linked to the central server system. The central server system includes a master game server, a game execution server, and a database server. The master game server stores a plurality of games of chance. Each game includes respective game play software and respective audiovisual software. In response to one of the games being selected for play at one of the display terminals, the game play software for the selected game is loaded from the master game server into the game execution server and is executed by the game execution server to randomly select an outcome. The audiovisual software for the selected game is selectively executed at the display terminal to visually represent the outcome on a display of the display terminal. The database server collects game activity data based on the outcome and maintains such data for report generation and player tracking purposes. The master game server may evaluate the collected game activity data and, in turn, modify one or more of the display terminals for maximizing earnings and target marketing.